

Message Text

LIMITED OFFICIAL USE

PAGE 01 RABAT 00533 091003Z

44

ACTION AF-18

INFO OCT-01 ISO-00 AID-20 CIAE-00 COME-00 EB-11 FRB-02

INR-10 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 SPC-03

CIEP-02 LAB-06 SIL-01 OMB-01 L-03 H-03 DRC-01 /102 W

----- 113824

R 090930Z FEB 74

FM AMEMBASSY RABAT

TO SECSTATE WASHDC 1091

LIMITED OFFICIAL USE RABAT 0533

E.O. 11652: N/A

TAGS: BPRO MO US

SUBJECT: MOROCCAN INVESTMENT MISSION TO US

REF: RABAT 0483

1. I MET THIS MORNING WITH MINISTER OF COOPERATION BENHIMA TO DISCUSS INVESTMENT MISSION TO US WHICH HE WILL LEAD AND TO REVIEW PRESENT CLIMATE FOR AMERICAN INVESTMENT IN MOROCCO. BENHIMA WAS VERY INTERESTED IN MY SUGGESTIONS, ASKING FOR INFORMAL PAPER GIVING MORE DETAILS (WHICH EMBASSY WILL SUPPLY HIM NEXT WEEK). HE ALSO PROMISED TO LET US KNOW WITHIN FEW DAYS EXACT DATES OF HIS VISIT.

2. WITH REGARD TO MISSION, I STRESSED THAT POTENTIAL INVESTORS WOULD BE INTERESTED IN BROAD LINES OF GOM ECONOMIC POLICY, PARTICULARLY 5 YEAR PLAN AND INVESTMENT CODES, BUT WOULD ALSO WANT SPECIFICS ON OPPORTUNITIES IN SECTORS OF INTEREST TO THEM. I GAVE HIM LIST OF 8 PROMISING INVESTMENT AREAS WE HAVE IDENTIFIED AND SUGGESTED HE TAKE WITH HIM OFFICIALS, PREFERABLY ENGLISH SPEAKERS, WHO COULD DISCUSS THEM IN DETAIL. HE IMMEDIATELY AGREED TO SOUNDNESS THIS IDEA.

3. IN REVIEWING INVESTMENT CLIMATE, I AGAIN EMPHASIZED
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 RABAT 00533 091003Z

IDEA THAT POTENTIAL US INVESTORS ARE VERY SENSITIVE

TO TREATMENT ACCORDED FIRMS ALREADY ESTABLISHED HERE.
AS RESULT ACCEPTANCE THIS CONCEPT AT HIGH LEVELS IN GOM,
MUCH PROGRESS HAS BEEN MADE OVER LST SEVERAL MONTHS.
IN PARTICULAR, GOM HAS VERY SATISFACTORILY RESOLVED
LONG-STANDING PROBLEM OF PAYMENT TECHNICAL ASSISTANCE
FEES BY GENERAL TIRE SUBSIDIARY TO PARENT COMPANY WITH
RESULT THAT GENERAL TIRE SERIOUSLY CONSIDERING A) A JOINT
VENTURE WITH GOM TO MAKE PVC PLASTIC AND B) DIVERSIFICATION
OF ITS OWN LINE HERE INTO PRODUCTS OTHER THAN TIRES.
IMPORTANCE OF BETTER TREATMENT HAS NOT, HOWEVER, SEEPED
DOWN ENOUGH INTO BUREAUCRACY AS EVIDENCED BY A) HANDLING
OF GOODYEAR, GENERAL TIRE AND PROCTER AND GAMBLE PRICE
INCREASE REQUESTS AND B) EFFECTIVE WITHDRAWAL OF TOP FOOD
INVESTMENT HERE AFTER SODEA SUDDENLY CHANGED TERMS OF
ITS CONTRACT TO SUPPLY OLIVES TO COMPANY. FINALLY, I
NOTED THAT, PARTICULARLY AFTER COMPANY'S DECISION TO
MOROCCANIZE BY EXPANDING ITS CAPITAL, PROCTER AND GAMBLE
SEEMED TO HAVE A GOOD CASE FOR AN EXTENSION OF MOROCCANIZATION
DEADLINE FROM MAY 1974 TO MAY 1975 AND THAT GRANTING
EXTENSION WOULD HAVE POSITIVE EFFECT ON CLIMATE FOR
AMERICAN INVESTMENT. BENHIMA AGREED WITH GENERAL THRUST
THESE ARGUMENTS.
NEUMANN

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 FEB 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: MorefiRH
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974RABAT00533
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: RABAT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740243/aaaabopm.tel
Line Count: 84
Locator: TEXT ON-LINE
Office: ACTION AF
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: RABAT 0483
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 22 AUG 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 AUG 2002 by izenbei0>; APPROVED <04-Sep-2002 by MorefiRH>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MOROCCAN INVESTMENT MISSION TO US
TAGS: BPRO, MO, US
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005